Casey Bradford

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LinkedIn
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Portfolio
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Skills

Figma	HTML/CSS	SparkAR	User Research
Adobe CC Suite	React	Liquid	Branding

Product Designer, Core (AlleyCorp)

Feb 2021 - August 2021

- Owned product design across content and payment work streams, working closely with product leads
- Designed for both B2B and B2C interfaces
- Built and managed the Figma component Library
- Designed across iOS and Web
- Worked directly with developers to bring designs to life and understand techcnical implementation
- Interviewied users and potential customers to identify what we build next as well as execute user testing

Freelance Product Designer

Jan 2020 - Feb 2021

- Conducted user research, created wireframes and visual design systems, and worked closely with developers and product managers
- Clients include Enkasa Homes, Ellipsis Health, Men's Health Memorial, Great Jones, Something Else, Narrative Nation, and more

Design Manager, Flatiron School (WeWork)

Design Manager	Jan 2020 - August 2020
Design Lead	Jul 2018 - Jan 2020
Graphic Designer	Jan 2018 - Jul 2018

- Hired and managed the development of junior designers
- Reported directly to the CMO
- Launched a creative brief and review process that educated other teams about working with creative
- Managed redesign of style guide and refreshed photography to elevate the brand
- Supported the launch of 12 new campuses with out-of-home campaigns that increased organic traffic by up to 70% in some markets
- Led the creative process for a monthly paid advertising budget of $1 million
- Managed an agency in creating video ads that have been seen by 1.6 million people on YouTube and cut

Education

DesignLab	**UCLA**
UX Academy	May - August 2020	Design & Media Arts	2012 - 2016